



COFFEE + MORE

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TABLE OF CONTENTS

Meet the Team	3
Our Personality	4
Executive Summary	5
Situation Analysis	6
Objectives	7
Research	8
Big Idea	19
Key Messaging	20
Channel Plan	21
Tactical Plan	23
Timing	27
Creative Concepts	29
Budget	32
Measurement Plan	33

Meet the Team:

BARISTAS



Megan Boyda
Account Director



Emily Haberlin
Research Director



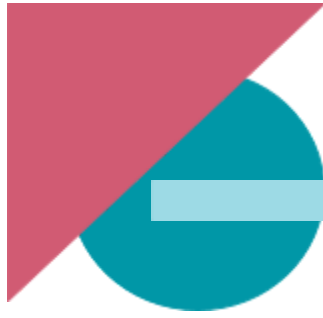
Madeline Kern
Creative Director



Annika Elwell
Tactical and Media
Planning Director



David Wells
Tactical and Media
Planning Director



Our Personality

HOW WE THINK....

Team Baristas believes in putting the customer first. The use of technology has brought us to an age where customers want an online experience and interaction with the brands that they want to buy from.

We at team Baristas believe that the best way to thrive in such a technology centered environment is through teamwork and research. In order to best understand the behaviors and attitudes of our customers, we use thorough research tactics and combine it all together to build relationships, spark conversations, and drive actions.

WHAT WE VALUE....

While working with our clients to best market their campaigns, team Baristas makes sure that we always encompass the clients values as well as remembering our own.

Collaboration: At the heart of our success, we make sure that we work together with our clients and our team to provide them with the elements of success. Through listening to their needs and their key deliverables, we make sure that we develop an interactive relationship.

Passion: With every project and campaign that we do, Team Baristas makes sure that we always put our passion behind us. We are always eager to apply our passion to our knowledge with each and every client.

Creativity: Behind every successful campaign is a creative idea that fuels it. We at Team Baristas apply our creative knowledge to further the success of every campaign that we do!

Respect: We always make sure that we treat each other and our clients with the respect that they deserve.



Executive Summary

With our experience with studying communications, marketing, and advertising we were delighted to create a campaign for Moji coffee. Moji's brand and mission is so unique and was very eye opening to learn about. Our goal is to change Moji's current marketing strategies in order for them to gain more site traffic and recognition via social media in order to gain more attention from their target audience. In order to identify the best strategy for Moji's rebrand, we decided to do some primary and secondary research. For our primary research we conducted a survey to gather information. For our secondary research we utilized scholarly articles, industry reports, demographics, and databases. These resources gave us a plethora of information that led us in the right direction. We used our research to form our tactical plan. We are going to implement three different tactical strategies. These include a subscription option, a follow-up email that provides incentive to purchase from the coffee shop again, and offering a discount/special gift for leaving a review on Moji's website. For the creative side of our campaign, we are going to introduce a Moji subscription box, improve the social media content, utilize email marketing, and set up a Facebook marketplace page. Our campaign is going to fit perfectly within Moji's budget. We are going to use three different measurement tools in order to measure our campaign's success.



Situation Analysis

Strengths

- The mission behind the company
- Passionate employees
- Idea behind the campaign

Weaknesses

- New company
- Started right before COVID-19
- Not well known to draw new customers

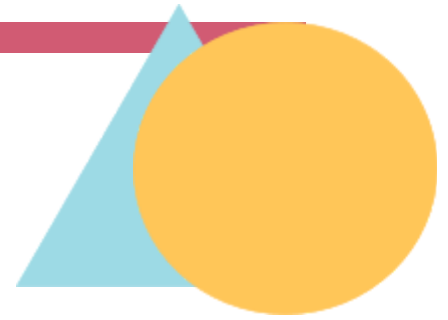
Opportunities

- Consumer Loyalty
- Increase in internal revenue
- Grow the reputation

Threats

- Competing products (Starbucks, Dunkin)
- Competing Missions (Special Blend)

Objectives



After opening their online store in March of last year, Moji wanted a campaign that could help them establish consistent online sales while still creating awareness of their mission.

MAIN BUSINESS OBJECTIVES

- Identify a strategy to establish consistent online merchandise sales
- Increase revenue from online sales by 100%
 - Includes coffee, apparel, gifts, all Moji-branded products
- Increase customer engagement and loyalty
- Emphasize their motto, “Strong Coffee Stronger People” throughout
 - While Moji is a coffee company, their business is about the people behind the products
 - Stay consistent with Moji’s mission
 - Nonprofit disability employment program and training center for people with disabilities/empower them
 - 100% of sales goes to labor
- Increase brand awareness outside of people coming physically to the store
 - Focus on “shippable products”
- Double merchandise product sales



Research

COMPANY

Moji is a nonprofit coffee shop with a mission to provide meaningful and enriching employment opportunities to individuals with intellectual and developmental disabilities. Moji's vision is to provide its employees with the opportunity to interact with and serve the community in which they live, empowering them to reach their full potential. Moji has had a lot of recognition for the work they do and has been named the #1 coffee in Forsyth county and voted #1 coffee shop in the Triad in 2020. 100% of Mojis sales go to labor which makes them different from other coffee shop businesses and allows for their work to fulfill their mission to allow for their employees to reach independence through income. The physical store is located in Winston Salem and sells a variety of items ranging from handcrafted coffees to merchandise and employee artwork. Mojis online store opened in March of 2020, due to the Covid-19 pandemic shutting down the physical store. In 2020 there was \$3461 in total merchandise sales which made up 3.16% of all revenue. In 2021 thus far there have been \$85 in total revenue sales. The company's goal for this campaign is to increase online sales by 100% and identify a successful strategy to establish consistent online merchandise sales.

CULTURE

Due to the pandemic, changing state of society, and increase in technology, the way consumers are shopping is evolving. In 2020 Consumers spent \$861.12 billion online with U.S. merchants in 2020, up 44.0% year over year, according to Digital Commerce 360 (www.digitalcommerce360.com). Over half of the consumer population prefers to shop online and E-commerce will only continue to grow due to technology evolving and the accessibility of the internet. The method in which consumers are choosing to shop is not the only thing changing, the places and reasoning behind where people are shopping is too. Although the pandemic had a lot of negative effects on small businesses including loss of revenue, closures, and having to lay off employees, a lot of consumers are becoming more socially aware about the brands they are buying from and are value-based shopping more

frequently. For instance, according to a survey from Skyes, one in five consumers were focused on shopping at small businesses in the winter of 2020 (Skyes) and The National Retail Federation reports that 49% of consumers “have made a purchase specifically to support local small businesses during the pandemic”(The National Retail Federation). With COVID-19 and technology on the rise, online shopping and ethical shopping has directly risen with it. For many small businesses this has meant they have had to adapt to the changing consumer habits and 20 percent of small businesses in the U.S. are working on building and introducing eCommerce storefronts (www.nytimes.com). However, in a survey by Intuit, it was found that 70 percent of consumers are supporting local businesses by shopping online only or a mix of online and in-store and those who choose to shop in-store at small businesses are mostly over the age of 45 (Intuit). This means that opening an online store as a local business can have many benefits

More people are turning to eCommerce to get their everyday goods and services as during the pandemic it is safer and in general, it is more convenient. One of these goods is coffee. On average 64% of American adults currently consume coffee every day and 400 million cups of coffee are consumed everyday(Square). Due to the pandemic and growing features of technology, the way people are getting their caffeine intake is changing. According to Squares analytics, From March 22 to April 19, subscription sales at US coffee shops were up 109%, when compared to the period from Feb. 9 to March 7 (Square). Coffee is a huge market in the U.S and a whopping 49.8% of people make their coffee at home, therefore there is a huge market for online coffee delivery due to the impact technology and the pandemic has had on consumer behavior (Square). Moji's physical store is representative of their mission as customers can interact with the employees and see the amazing work they are doing in person. The challenge now is that Moji needs to recreate that personal and enjoyable experience, unique to their brand, through their online shopping experience.

TARGET AUDIENCE

Mojis' ideal audience consists of coffee lovers who are people lovers first. After reviewing Mojis's social media insights, their current audience consists of 18-51-year-olds living in North Carolina. The majority of their consumers are women, with 75-80% of their social media audience being female. They are

targeting those who are involved in the special ed community, disability communities, coffee lover communities, and local to Winston Salem. With their introduction of an online site, they are also targeting people residing in the surrounding cities of Winston Salem and potentially reaching more areas within North Carolina as a whole. Moji has a people-first approach, they want to make their customers feel as though they are a part of something bigger and feel good about buying their products.

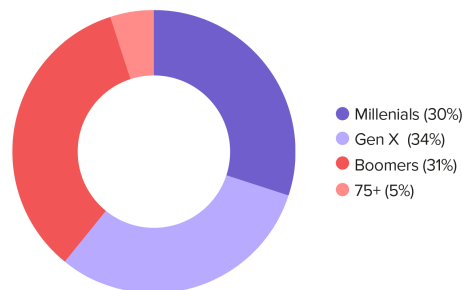
CONSUMER INSIGHTS:

The main 4 characteristics of a consumer that Moji should target, consist of Gen X, Women and parents, and affluent people that are involved in the disabled communities.

Gen X

According to KPMG Generation X Shop More Online Than Baby Boomers and Millennials (KPMG) People born between 1966-1981, or “Generation Xers,” make more online purchases than any other age group, averaging around 19 online transactions per year. Members of GenX make up 34% of the online shopping population which makes them a prime target for Moji’s audience(KPMG).

Age Distribution of Online Shoppers [%]



Source: Verto Analytics, 2018



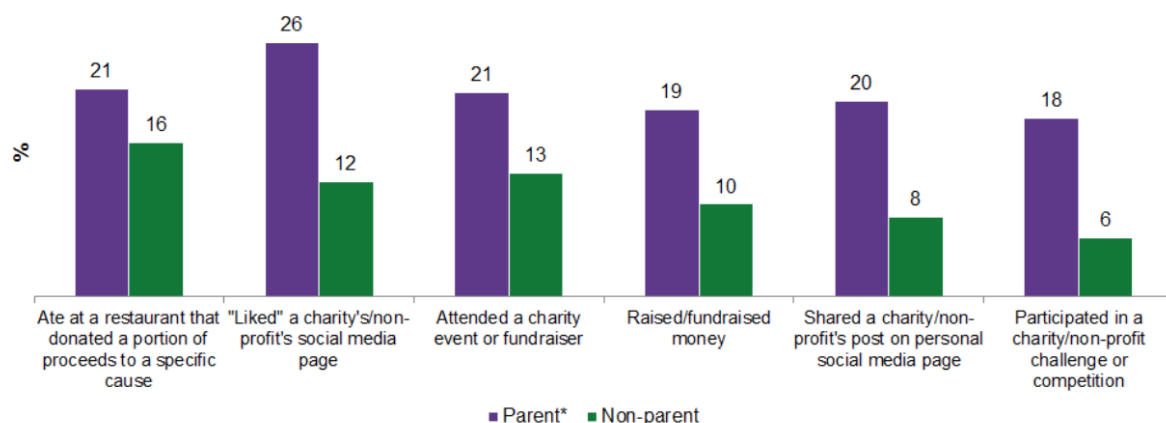
Women/Parents/Families

Moms and families are another demographic that Moji should target with their online site. According to Mintel, Women will likely be more persuaded by a company’s charitable partnerships if “its cause is rooted in a community or in society’s well-being while emphasizing the emotional factors that come into play

when helping others. Men are more critical of support and may need more logical persuasion when convincing them of a company's charitable mission"(Mintel). Not only should Moji mainly target women, as they are more likely to support nonprofits, they should also target families. Mintel found that having children in the household increases charitable support. According to Mintel, 89% of parents have supported a charity or non-profit in the last 12 months compared to 79% of adults who live without children (Mintel). Having children in the home also affects the way, and the types of charities and nonprofits, these adults choose to support. Parents want to show their children that their actions have an impact, therefore they tend to support non-profits through methods that involve their children. Parents are more likely to support nonprofits by eating at a restaurant that donates a portion of proceeds or attending events and fundraisers, so incorporating a tactic that involves the whole family could benefit Mojis sales. Parents are also more active in showing their support via social media than those without children. Parents are actively involved with supporting charities and nonprofits and on average have supported charities and non-profits at least three different ways in the last 12 months(Mintel). In a survey conducted by Mintel, people were asked, "In which of the following ways, if at all, have you supported any charity or non-profit organizations in the past 12 months?". Analyzing the responses revealed that parents have supported non profits significantly more than non-parents. Their active involvement makes them a key market for organizations to target.

FIGURE 22: TYPES OF SUPPORT – ACTIVE SUPPORT, BY PARENTAL STATUS, JUNE 2016

"In which of the following ways, if at all, have you supported any charity or non-profit organizations in the past 12 months?"



Affluent people involved in the disabled community

People with high income tend to online shop the most, and according to Mintel

people with higher income tend to put more thought in about what non-profit organizations they support, 7% of adults with household incomes of at least \$75K, say that it's unlikely they would donate to organizations they are not familiar with, compared a 71% average(Mintel). More affluent individuals prefer that their donations have a direct effect on their own communities, therefore the people Moji target should have a connection with the disabled community. Where adults with higher household incomes choose to donate their money also is more likely to align with their own values. Compared to the average, which is 50%, 57% of these adults tend to prioritize organizations that align with their beliefs(Mintel). Targeting people with interests aligning with the disabled community and those within the disabled community is crucial in order to make people want to buy.

WINSTON- SALEM INSIGHT

When researching the segments that make up the people who reside in Winston Salem we looked for those that consisted of parents with a middle to high income. When looking at the results for multiple zip codes within the Winston- Salem area 'Middleburg Managers' overlapped in multiple zip codes. Those in the 'Middleburg Managers' segment are defined as "upper-middle-class with solid white-collar jobs and graduate-level education. Established in their suburban and second city lifestyles, they enjoy attending sporting events with their families when they aren't traveling frequently for business. They are more thrifty with their spending, despite an upscale income, investing in a college savings plan and their future retirement"(Claritas). This segment aligned with our target audience as they consist of parents aged 25-44, upper-middle-class, and local to Winston Salem so we know that there are people in the geographical region who are part of the target audience for Moji. (<https://claritas360.claritas.com/mybestsegments/>)

TARGET PERSONA

From all of the insights and gathering different characteristics of consumers who shop online, support nonprofits, and make up the population of Winston Salem, we came up with Karen Smith. Karen Smith is a coffee lover who grew up in Winston Salem and is a special education teacher at a local High School. She is 40 and a mother of 2 who values local businesses, nonprofits and unique, educational experiences. Some of her hobbies include coffee box subscriptions, charity, coffee shop merchandise, reading friends' and family's posts on social media, and disability

awareness education. Her interests align with bakeries, baked goods, special education, espresso, coffee bean, food, Down's syndrome association, autism awareness, posting pictures to Facebook and Instagram, and following her favorite accounts. She prefers buying locally and wants to find a coffee store she loves and can support but can also order their coffee beans online to make at home.

CONVERGENCE

Moji engages with its audience by using a variety of channels such as social media, email marketing and their website. Their Instagram following is 3.3k followers with their Facebook having around the same size audience. They receive a lot of positive community feedback and engagement through their social media pages. Moji also has an email subscription service which has around 1,000 subscribers made up of donors and customers. Moji has a 4.9 rating on google reviews and their traffic has shown a steady pattern of growth with correlation to Google actions, number of reviews, etc. Google reviews are one of Mojis most impactful tools for in-store business.

When researching Media channels to market non-profits, the most commonly used source of hearing about nonprofits was through friends and family. According to Mintel, circulating information about a nonprofit via media isn't as successful as through word of mouth. Hearing about it from family and friends tend to be more powerful and influential in communicating charities' and non-profit organizations' messages. The Word of Mouth Marketing Association reports that every day in the United States, there are approximately 2.4 billion brand-related conversations and according to Nielsen, people are 4 times more likely to buy when referred by a friend (Nielsen). Moji should use this insight and introduce a 'refer a friend' tactic. With this tactic Moji could also introduce incentives such as coupon codes to reward customers who successfully refer a friend which would drive sales and encourage customers to shop again.

In the same study conducted by Mintel, they surveyed parents and non parents and found that parents heard about a nonprofit the most through social media and email. Mintel also surveyed consumers in urban, suburban and rural areas and asked what traditional and digital media they had heard about nonprofits on, and those in urban areas mainly heard through television, social media, and email. With

two of our target demographics being those living in urban areas and parents, the overlap of social media and email being strong forms of media, Moji should utilize those platforms greatly to advertise. Through these channels, Moji can promote its products, tell its story, share its mission, and spread awareness. Moji has started to create different initiatives to get consumers involved in the online store such as competitions, giveaways, and local news features.

COMPETITION

Moji has two main subgroups of competitors, coffee shops with the same values and mission as them and coffee shops that have an online store. Coffee shops with the same mission as them prove to be competitive as they also have a unique experience that helps the community, making people want to buy from them. Some coffee shops that are their direct competitors in this category are Cams Coffee and Bitty and Beaus.

Cams Coffee creates employment for individuals with disabilities and has an online store. They are located in Winston Salem and have an online coffee subscription service. They have a bigger following on Instagram than Moji, meaning their deals and services reach a greater audience. Bitty and Beau's is similar as they also create employment for individuals with disabilities and have an online store. They are a chain with multiple locations so they also have a larger audience and are opening a store in Winston Salem. They have 61k followers on Instagram so have a larger customer base and audience reach. Moji's pricing is in the middle between Cams Coffee and Bitty and Beaus, with Bitty and Beaus being the most expensive option. Moji is lacking a subscription service in which Cams coffee offers "Cam Fam" and Bitty and Beau's offers "Coffee Club".

In order for Moji to compete with its similar brands it needs an initiative or campaign that sets them apart from their competitors. Coffee shops with online stores are also competitors to Moji. Big brands such as Starbucks and Dunkin have pre-existing and loyal customers from their large chain stores which make customers want to buy their merchandise. Krankies Coffee is a local, smaller-scale example as they are located in Winston- Salem. Their Coffee beans have taken off and are carried in a lot of places, along with their online store that has a coffee bean subscription plan. Moji needs to create a service that differentiates themselves from

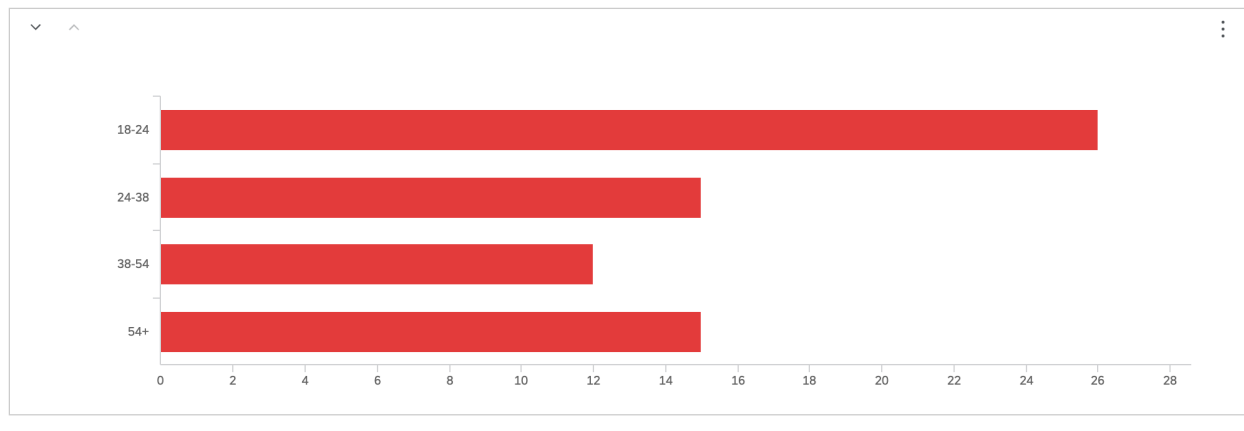
their competitors and earns customers loyalty.

SURVEY:

For primary research, we conducted a survey of 11 questions to gain insight on our target consumers. To reach the target demographic we distributed the survey in Facebook groups such as “Downtown Winston Salem Neighborhood Group” and Facebook groups for Moms. Out of the 68 respondents, 40% were Gen X, 72.5% from Winston Salem and 2.5% from other areas in NC. This was very helpful as we gained strong insight into our target demographic.

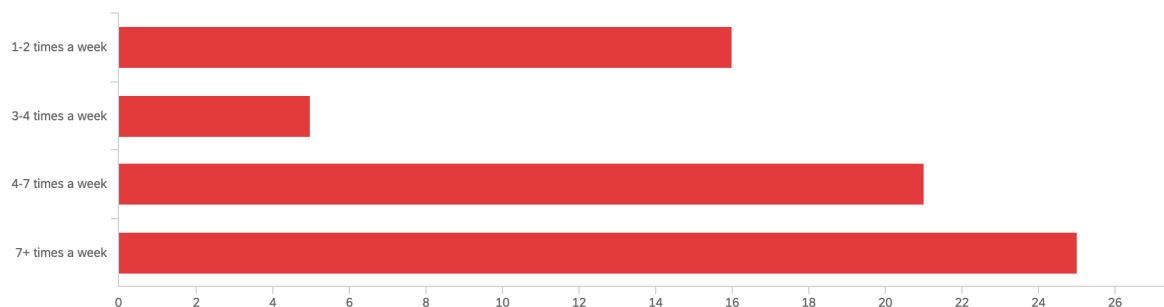
Q1 - How old are you?

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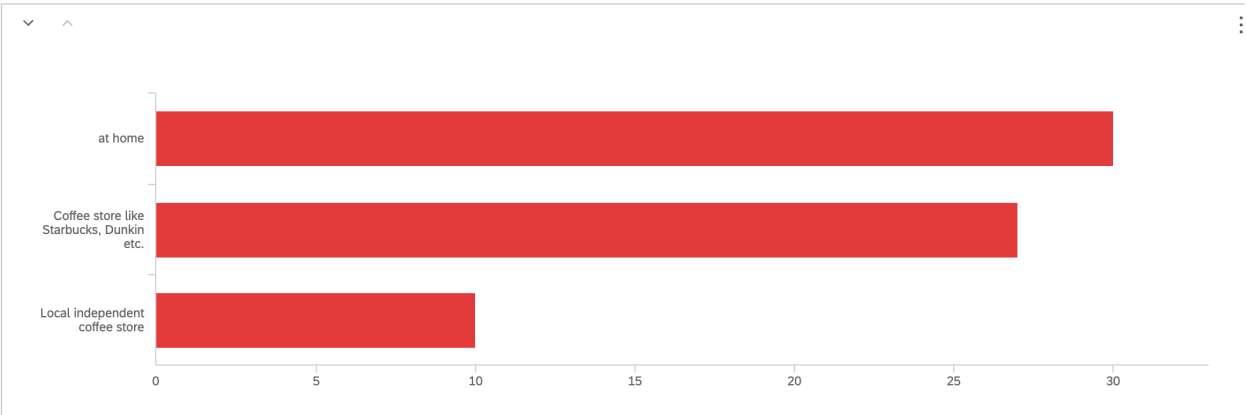
Q2 - How often do you drink coffee?

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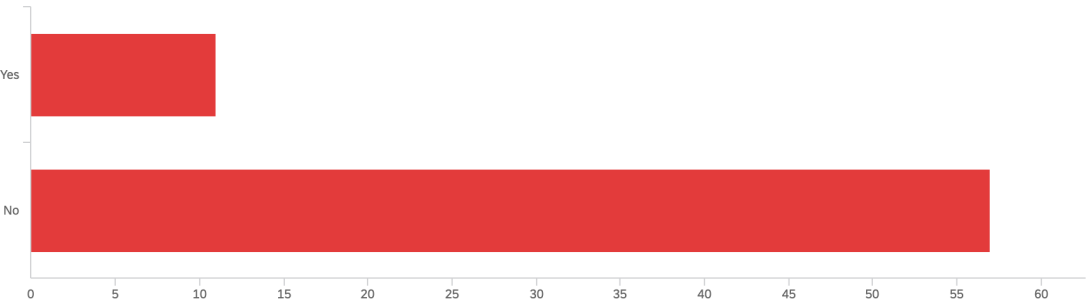
Q3 - Do you make your coffee at home or go to a coffee store?

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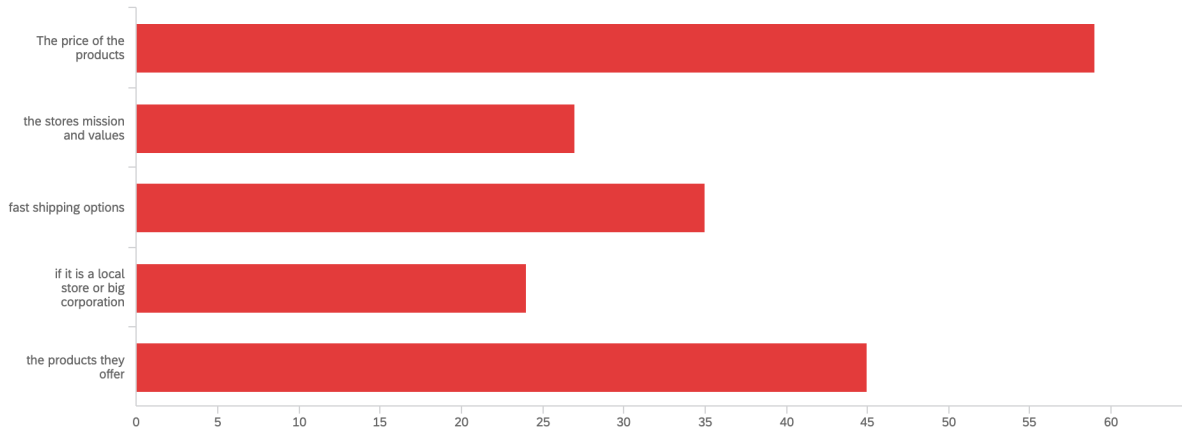
Q4 - Do you ever order coffee beans online?

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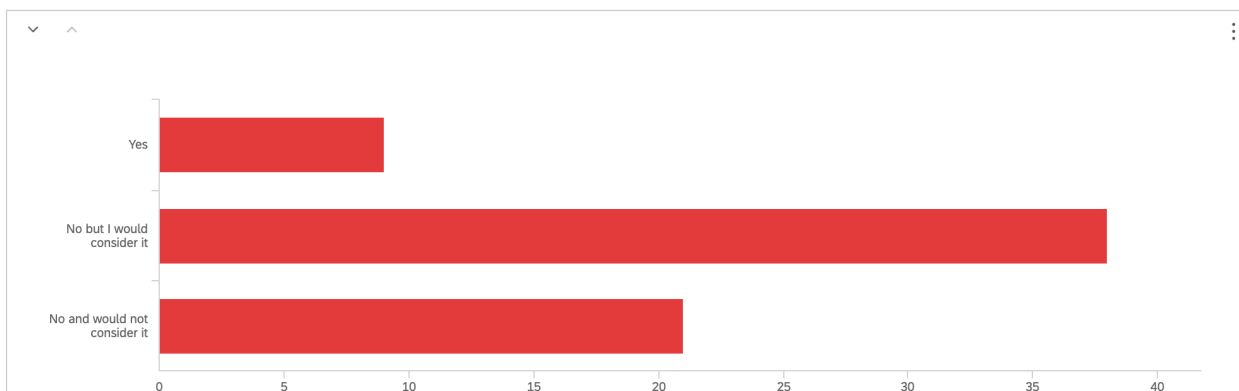
Q5 - What factors do you consider when shopping online?

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Q6 - Are you subscribed to any online delivery subscriptions (ex. Hello Fresh, Birchbox, FabFitFun)

Page Options ▾



Q7 - Would you consider a coffee subscription service that delivered coffee to your house each month?

Page Options ▾



Question 8 was: What makes you want to buy merchandise from a brand? (ex. hat with brand logo on it, laptop sticker etc). Some responses included:

- “If it's a company like Moji it depends on their overall mission and the look of

their merch.”

- “Fun and witty slogans, merchandise depicting local”
- “If their values stand for something that benefits the greater good of society”

Question 9: What products from the coffee store Moji would you buy in order of most to least likely?

#	Field	1	2	3	4	5	6	7	8
1	Coffee	68.33% 41	8.33% 5	10.00% 6	8.33% 5	0.00% 0	0.00% 0	1.67% 1	3.33% 2
2	Lip Balms	3.33% 2	20.00% 12	21.67% 13	15.00% 9	16.67% 10	15.00% 9	5.00% 3	3.33% 2
3	T-shirt	10.00% 6	21.67% 13	23.33% 14	11.67% 7	13.33% 8	13.33% 8	3.33% 2	3.33% 2
4	Mugs	10.00% 6	26.67% 16	18.33% 11	18.33% 11	18.33% 11	1.67% 1	5.00% 3	1.67% 1
5	Masks	3.33% 2	5.00% 3	5.00% 3	23.33% 14	28.33% 17	21.67% 13	6.67% 4	6.67% 4
6	Pop Sockets	0.00% 0	0.00% 0	0.00% 0	1.67% 1	3.33% 2	28.33% 17	26.67% 16	40.00% 24
7	Straws	0.00% 0	5.00% 3	16.67% 10	10.00% 6	8.33% 5	10.00% 6	35.00% 21	15.00% 9
8	Art Work	5.00% 3	13.33% 8	5.00% 3	11.67% 7	11.67% 7	10.00% 6	16.67% 10	26.67% 16

Question 11 was: What are the main things you look for in a brand before you buy?

Some responses included:

- “Ethics, values, price”
- “Quality and then fair price. Local is a plus.”
- “Convenience and also the ownership, local vs. big box. I like when the owners are accessible and you can tell they care about their business and products.”
- “Ethically sourced, non-GMO, how the employees are treated, the companies hiring practices and wages”

KEY INSIGHTS

After conducting primary and secondary research there are a variety of key insights and takeaways. Moji should target Gen X moms and those involved in the disabled community with their products and advertisements. Moji should incorporate a ‘refer a friend’ program in order to help with ‘word of mouth’ marketing which has proven from research findings to be very beneficial with nonprofit organizations. In comparison to their competitors Moji did not have any unique subscription service which makes them less likely to be chosen. The target audience would consider a

coffee box subscription and coffee box subscription sign ups have increased significantly during the pandemic. Therefore Moji should introduce their own subscription service to help their sales and satisfy consumers. When shopping online consumers prioritize the price, the store's mission and values, and shipping options the most. Moji should ensure that their mission and values are represented in their online store and that their shipping and product prices are reasonable in comparison to their competitors.

Big Idea

Our big idea is a synthesis of consumer insight and brand goals. This concept of “A Jolt of Joy at your Doorstep” arises from a major consumer insight that people shop at Moji because it means supporting individuals with intellectual or developmental disabilities (in addition to getting great coffee). As such is the case, a core component of our campaign and messaging strategy is to highlight the people that power the business and in doing so, bring the essence of Moji’s mission and brand to them at home or on the go.

Key Messaging

Point 1 (Emotional)

From Mojistas working in-house, to the people roasting beans and packaging online orders — Moji's facilities are largely staffed by differently-abled individuals. The underlying motive for many people who support Moji is a desire to support folks with disabilities. In-store, customers are able to interact with Mojistas face-to-face and develop a more meaningful relationship with employees and the brand as a whole. However, with the focus of this campaign being online sales, we believe it's vital to bring that additional element of connection to people, wherever they are. As such, our messaging is largely centered around highlighting the differently-abled individuals who power the brand. In highlighting their stories, creations, and involvement, we aim to construct a deeper relationship between consumers and the brand. Through this added layer of connection to the brand, consumers are able to see the face of Moji's mission and further acquire feelings of purpose and joy that arise from empowering disadvantaged community members.

Point 2 (Rational)

As Moji is a non-profit business, 100% of profits go directly back to labor. This means that in purchasing coffee subscriptions, t-shirts, and other products from the online store, consumers are empowering individuals with disabilities. This empowerment comes in the form of independence through income, increased employment opportunities, advocacy for the differently-abled community, and support for artists and creators at Moji seeking to share their craft. Through highlighting these factors and emphasizing Mojista stories in online marketing, consumers are able to directly see the rational benefits of their support.

Point 3 (Advocacy)

Lastly, we want to communicate that in supporting Moji, not only are consumers facilitating growth and opportunity for Moji employees, but they are also raising awareness and providing advocacy for the intellectual/developmental disability community at large. Moji is doing fantastic work by providing meaningful

employment opportunities for people with disabilities, but the unfortunate reality is that more than 80% of folks with disabilities are unemployed and there is still much work to be done. Through supporting the brand, consumers are able to play a part in affecting change on a larger scale by building awareness for Moji's mission, and subsequently generating advocacy and creating more job opportunities for folks with disabilities.

Channel Plan

Email

Email marketing is a core component of our campaign to boost Moji's online presence and drive traffic to the web store. The brand already has a strong foundation of over 1,000 email subscribers which provides an opportunity to further develop the relationship between Moji and its consumers through weekly newsletters. Of course, in addition to this existing audience, we'll seek to expand the subscriber base by incentivizing new consumers to sign up in a variety of ways.

A major part of why we chose email to be a main channel of communication is that it's preferred among consumers. According to a study conducted on over 1,400 respondents, 77% of people from all age groups pick email as their preferred platform to receive marketing-based communications from brands online (Wordstream). This not only means that we'll be targeting our audiences in a manner that they prefer, but also that we're likely to see a high rate of efficacy in these communications in comparison to other channels.

Building off of this, email marketing is also widely shown to see much higher returns on investment than platforms like social media or text. It's reported that email marketing sees, roughly, a 4200% ROI — that's \$42 for every dollar spent (Litmus).

Facebook

Another platform we chose to use to reach our audience is Facebook. This was mostly because of the realization that Facebook was the social media platform that our target audience was most likely to use and be engaged with. Historically, Moji has been effective in reaching consumers through this platform. They have over 4,000 followers on their page who are active and engage with it. We felt continuing with that and enhancing Moji's Facebook presence would be successful in achieving our objectives.

Facebook is a huge platform that allows for businesses to be seen by millions. With 2.8 billion people using Facebook, two-thirds of those users report that they visit a local business's page every day. While Moji's page will not be found by these millions of people just by luck, having an effective and focused marketing strategy on the platform will surely get users to their page. As a platform, Facebook allows businesses to target certain demographics. 66% of Facebook users use the platform to learn about new products and when someone interacts with a business's Facebook page, they are 79% more likely to make a purchase from that business.

Instagram

During our research, we found that most people within our target audience get a majority of their information about nonprofit organizations from social media. Moji has shown to have effective marketing efforts on Instagram in the past, so we chose to use it as one of our main channels for our campaign. Moji currently has over 3,000 followers on Instagram and uses their platform to highlight their Mojistas and in-store products, so we want to use it to promote their online store.

Instagram is a highly effective marketing tool as there are so many parts of it that can help small businesses get noticed. Between hashtags, posts, stories and shops, businesses can promote their products in a variety of ways. Instagram also makes it very easy for a business to track their marketing success simply by checking the insights element of the app. There are over 800 million Instagram users and the platform makes it not only easy to engage with users, but sell products directly through the app.

Another huge benefit of both Instagram and Facebook is their ability to function as a platform for digital word of mouth marketing. As we've learned both in-class and through research — people are highly influenced by recommendations from others,



particularly friends and family. Through engaging Moji audience members on social media we open up the possibility of these consumers sharing Moji content with their personal contacts, further extending the reach and efficacy of our social media marketing efforts.

Tactical Plan

OBJECTIVE #1

Establish consistent online merchandise sales

STRATEGY

In order to establish consistent sales and gain loyal customers who continue to return to the online store over time, we created a subscription option to increase those consistent purchases, specifically from the online store.

TACTIC

We created a “Box of the Month” for Moji’s online store. The box includes coffee beans, a t-shirt, a smaller merchandise item, a creation by one of the mojistas and a letter from the mojista that helped put it together. We are planning on creating two boxes, one being \$25 and one being \$50. The idea behind this is that the box will contain ‘something for everyone in the family’, as each box will be personalized to cater to different families preferences. This tactic came from research on how families are more likely to shop at nonprofits to get their children involved and set a good example. We also based this tactic off of our survey responses that showed that 50% of our respondents said they would be interested in a coffee recurring subscription. The subscription option will increase consistent sales while giving those who purchase a box a look into what is available on the online store. To implement and raise awareness for this tactic, our team wants to create a video style advertisement, which will be talked about in the creative section of our plan.

OBJECTIVE #2

Increase awareness of Moji's online store

STRATEGY

In order to gain new customers through word of mouth marketing, we wanted to provide people who shop at the online store with an incentive to refer their friends to Moji by utilizing "join the jolt."

TACTIC

After a customer makes a purchase from Moji's online store, they will be sent a follow-up email giving them the option to enter an email address of a friend they want to refer to Moji. Once they enter an email address, they will be given a "Join the Jolt" coupon, giving both the customer and the friend they referred a 10% discount on their next online Moji purchase. This will increase loyalty as customers will be able to quickly refer more and more people. This tactic came from our research surrounding the idea that for non-profits, "word-of-mouth" and email marketing is the most successful form of marketing.

OBJECTIVE #3:

Increase customer engagement and loyalty with Moji

STRATEGY

We are going to use Moji's instagram, which is already fairly successful, to post pictures and stories that highlight the Mojistas.

TACTIC

Our tactic is to create Instagram posts and graphics that more effectively highlight the Mojistas. The pictures will show them at work and show them packaging the

products that can be purchased from the online store. In the pictures featured on Instagram, the Mojistas will be wearing or holding Moji-branded products and we will use the linking feature of a business account to directly link that product so people can go straight from Instagram to the online store quickly. We wanted to make use of Moji's Instagram account as in our primary research, we saw that a lot of our survey respondents said they are influenced to purchase when they see advertisements on their social media. We also want to increase the use of the hashtag #JoltofJoy on Instagram posts so customers can view all the Moji branded products from the online store, as well as post pictures of their own purchases using the hashtag

STRATEGY

Use Moji's Facebook page to sell products as well as raise awareness.

TACTIC

As our target audience uses Facebook heavily, we want to utilize Moji's Facebook page. Our plan is to join groups within the Facebook community that align with Moji's efforts and post our digital flyers and raise awareness of the brand mission and the online store. We will also utilize Facebook Marketplace and post Moji-branded products there with a direct link to the online store. This will ensure that people become aware of the products offered in the online store as well as allow them to easily access the online store. This is another way to utilize platforms that Moji has already established and is a cost effective branding and marketing effort.

STRATEGY

Incentivize people to leave a review on Moji's web store.

TACTIC

We plan to incentivize customers to further engage with and advocate for the brand by offering a 10% discount or a mystery gift (i.e. sticker, lanyard, greeting card) in exchange for leaving a review on Moji's website. After purchasing a box of the month or other merchandise, customers will be prompted both on the confirmation screen and follow-up email to leave a review in exchange for one of these rewards. This email will also include our refer-a-friend offer.

STRATEGY

Promote Moji's online store and mission via weekly newsletters that showcase merchandise and Mojista stories.

TACTIC

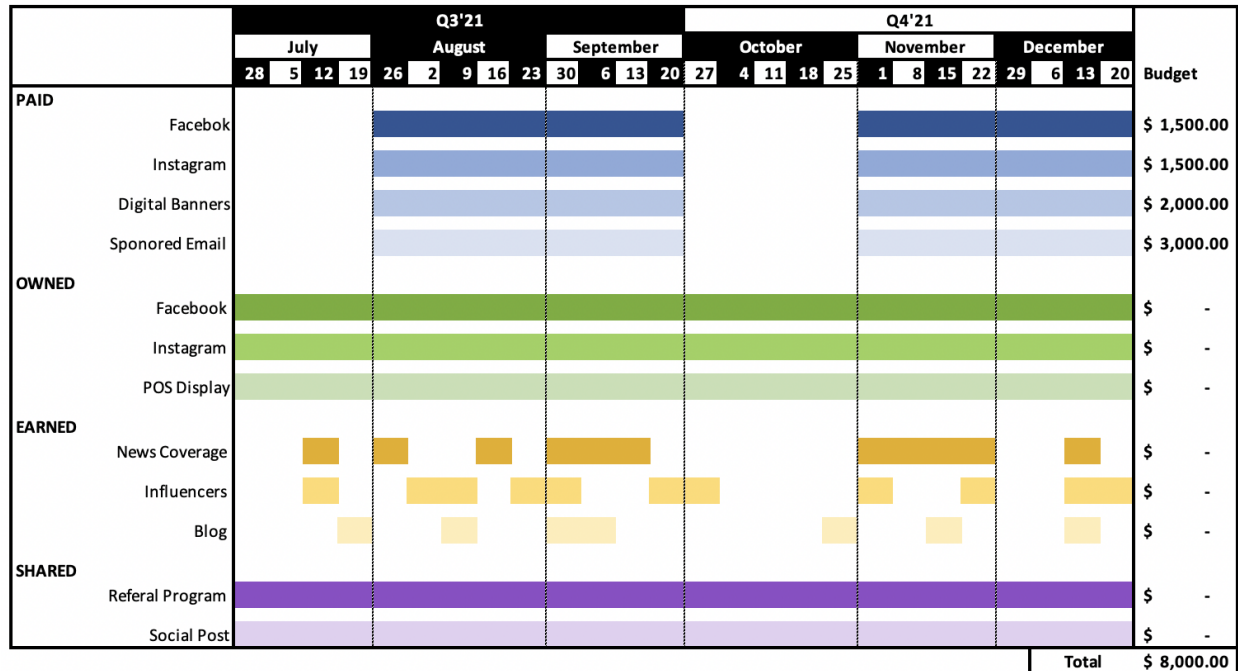
A key component of our plan is to send weekly newsletters to Moji's existing email subscriber base of more than 1000 people in order to target sales actions, promote the Moji mission, and showcase the involvement of individuals with disabilities in powering the brand. This would look like featuring new products or bundles in the store, sales promotions or opportunities to obtain discounts, and general news about Moji and its employees including sharing Mojista stories and creations. In addition to marketing to our existing consumers, we'll also seek to garner new subscribers with incentives like our "Join the Jolt" coupon and other special offers through social media.

TACTIC

An additional part of our email strategy is to greet new email subscribers with a welcome email to begin establishing a relationship right off the bat. Rather than our first interaction with new subscribers be through marketing emails, consumers will instead be greeted with a "Welcome to the Moji Family" email that includes a short embedded video about Moji's vision and our "Join the Jolt" offer. This tactic makes our initial communication with the consumer feel like less of a sale and more like an authentic relationship. The decision to include a video in this email comes from industry research that claims initial emails with video see a drastic increase in click-through rates, with some marketers citing figures up to 96% (Snov.io).

Timing

Media Plan Flow Chart



For the timing of our campaign, we created a media plan flow chart grouped by paid, owned, earned, and shared channel framework. Our campaign is being implemented over a 6 month flight on a quarterly basis. Our media plan flowchart is based on the 2021 broadcast calendar, a standardized calendar that is used for planning advertising.

PAID

Our paid advertising, shown in the first section of our flow chart, prioritizes spending in the late summer months. We will have a break in October, and start up our paid advertising again during the holiday season when people will be more inclined to shop online and to buy some of the Moji products and merchandise. The benefit of doing it like this and not staggering our campaign is to keep awareness high and not letting fall off happen.

OWNED

Our owned media consists of Moji's Facebook and Instagram accounts and Moji's point of sale display because Moji already owns their social media accounts and all of their branded signage. Our flight for this aspect of the campaign will be continuous because budgets do not apply here as nothing will be paid for what Moji already owns.

EARNED

Our earned media consists of news coverage, influencer attention and blogs. Earned media cannot really be predicted at this point, so for this flow chart we have taken a guess as to what earned media we will receive and when based on what paid and owned media we have flighted at what time throughout the campaign.

SHARED

For the shared portion of our media plan, we will implement our referral program and social posts and use word of mouth marketing to draw customers to Moji's online store. This will be flighted continuously as it is not paid for by Moji and is simply what customers and third parties share about the online store.



Creative Concepts

CREATIVE UNITS

In order for this campaign to be successful, there needs to be specific creative units that our team will develop. These units include videos/ads, social media posts, and digital content that can easily be shared.

Video/Ad: Team Baristas will create a video that can be used on both a tv commercial format and a website format. This video will showcase children or families opening their mailboxes everyday with an enthusiastic smile on their face because they received their “Moji Box” in the mail. Then, one day when the “Moji Box” does not arrive in the mailbox, the child looks sad, until the next day, when he or she opens the mailbox, their “Moji Box” is there and they jump with joy.

Social Media: Given our target audience, Team Baristas will focus heavily on Facebook. Within the Facebook community, there are many groups that we will join, including “Mothers of Austic Children,” “Parents of Children with Disabilities,” and “Moms of Special Needs Kids.” After joining each of these groups, we will then market and promote the mission of Moji Coffee and More and then direct them to the online store where they can support Moji Coffee. On the Facebook page, we will also be posting pictures of the Mojistas in their favorite products or them opening a “Moji Box.” This will ensure that the consumers will still be able to learn more about the people behind the coffee. Lastly, we will post Moji’s products on the Facebook marketplace with a direct link to the online store. This will ensure that not only will customers see the products, but they will also be prompted to go directly to the online store where they can buy even more products.

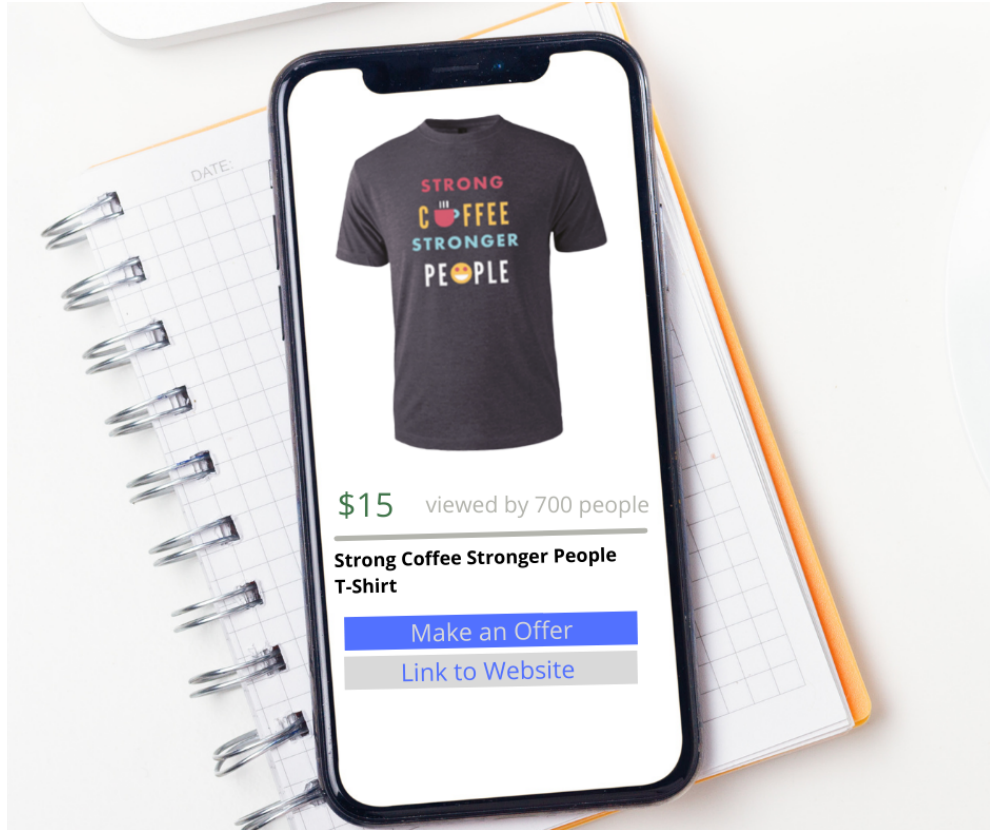
Digital Content: Team Baristas will produce digital content such as digital flyers, posters, and banners promoting the “Moji Boxes” that can be sent via email, as our target audience uses email heavily. On our digital content, we will make sure that we use our slogan, “For those Coffee Lovers who are People Lovers too, let us Deliver a Jolt of Happiness to your Doorstep.”



Digital Flyer



Email Banner



Facebook Marketplace

CALL TO ACTION

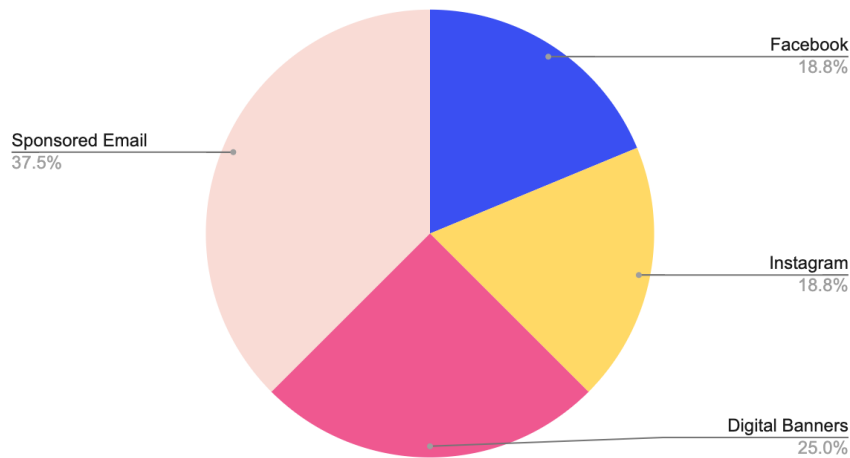
The final action that we want our customers to take is to venture to Moji's online store and purchase their merchandise and products. In order to complete this action, there will be a variety of actions that the consumer can take. First, after hearing about the company and the Moji boxes, customers can go directly onto the Moji website where they can purchase products and/or a subscription for "Moji Boxes."

Consumers can also follow the links for the website and the online store that will be posted directly on Moji's Facebook page. On social media platforms, customers can find additional information, information about how to contact Moji and a link to Moji website to purchase a product.

Budget

There is an \$8,000 budget for MOJI's marketing efforts for the entire year. Previously, Moji has only spent \$580 on paid ads, however we are looking to

Amount



increase this immensely in our plan. If we increase this amount, it would give us the possibility to reach a larger portion of our target audience and maybe even allow us to gain a larger target audience via

advertisements on social media. Additionally, MOJI does receive periodic donations. Donations make it possible to expand their campaigns beyond their budget. The majority of the budget is going to be put towards Moji's social media advertisements. A large portion of it is also going to be put forth in our email advertisements and digital banners. We are also going to use a portion of the donations towards our Moji box subscription as well.



Measurement Plan

In order to measure the success and effectiveness of our campaign, we are going to implement some new measurement tools. We are going to continue to measure the reach and impressions of our social media, which falls under the upper funnel measurements. We are also going to implement a new measurement tactic for our social media posts. We are going to measure the social media post engagement. This is going to be measured by how many likes, comments, and shares that each of our posts get. We are also going to measure our return on investment through a cost per click measurement. This will be based on how often customers click on Moji's digital banners and email advertisements that take them to the website. The last measurement tactic for our website we are going to implement is cost per acquisition, to measure the overall success of our campaign.



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